

PRESS RELEASE  
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## HOBBYCRAFT RAISES £2 MILLION FOR TOGETHER FOR SHORT LIVES



Hobbycraft's CEO Dominic Jordan and Andy Fletcher, CEO of Together for Short Lives, along with their colleagues Andrew Moulden, Scott Upsall, Michael Oates and David Poole, walk 100 miles for Together for Short Lives

Hobbycraft is thrilled to announce it has reached an amazing fundraising milestone of £2 million for their charity partner, Together for Short Lives.

Hobbycraft has worked with Together for Short Lives for almost ten years with its dedicated store teams, head office staff and generous customers raising vital funds all year round for the 54 children's hospices around the UK that provide support for seriously ill children and their families.

The £2 million milestone was reached very recently thanks to a number of epic colleague fundraising events, including their popular 'Superhero Saturday' and 'May Day Bonanza'. Chelmsford store manager Matthew also took on the London Marathon, with three colleagues running the Virtual London Marathon alongside him, and all monies raised were generously matched by Hobbycraft.

In September, Hobbycraft CEO Dominic Jordan accompanied five senior Hobbycraft staff and Together for Short Lives CEO Andy Fletcher on a challenging 100-mile hike across the Wye Valley. Store colleagues stepped alongside the Super Six raising an incredible total of £42,317.72 – the biggest fundraising event in the partnership so far!

During the challenge, the Super Six Trek Team were sent a heart-warming message of good luck from little Jayden and his mum Sarah. The family are supported by Bluebell Wood children's hospice,

one of the 54 children's hospices in the UK that provide lifeline support for the 99,000 seriously ill children and their families.

Jayden was diagnosed with a serious brain condition before he was born. When Sarah gave birth, Jayden was rushed to the special care unit after doctors discovered a cleft palate and a dilated artery in his heart. He has undergone emergency heart surgery and other operations and diagnosed with a life-limiting condition called Loeys-Dietz syndrome. "The doctors didn't think he'd make it to the age of three and I was told he'd never talk, sit up or move around. He's now verbal, sitting up on his own and bum-shuffling. He never fails to amaze me." Sarah says that having the support from Bluebell Wood Children's Centre has been life changing: "Bluebell Wood gives us the chance to be ourselves and enjoy life."

Fundraising activity will continue in the lead up to Christmas with in-store bake sales, raffles, and crafting. The popular 'Shine Together' ceramic star Christmas decoration will also be on sale in-store and online, with 50p from every purchase going being donated to Together for Short Lives.

Dominic Jordan, Chief Executive at Hobbycraft, comments: "Reaching the incredible £2m fundraising milestone is a fantastic achievement, and I'm so proud of our colleagues and customers who remain dedicated to raising vital funds for such a worthy charity. Together for Short Lives really makes such a difference to the lives of so many children and families, and our colleagues and customers really go that extra mile to help with raising vital funds for children every year. Here's to many more years of fundraising challenges!"

Andy Fletcher, Chief Executive at Together for Short Lives comments: "I am so grateful to the whole team at Hobbycraft and their amazing customers who have helped to make, bake, print, paint, crochet and craft their way to this milestone fundraising figure of £2 Million. Every penny will help children's hospices up and down the UK be there for families facing the heartbreak of their child dying young. We really could not ask for a more committed partner than Hobbycraft, who continue to go above and beyond to help families facing the toughest of times. The fact this partnership has spanned almost a decade is testament to their commitment and enthusiasm. Thank you!"

**-ENDS-**

### **About Hobbycraft**

Hobbycraft sells more than 25,000 arts and crafts products for hundreds of creative activities, from art, baking, home craft, papercraft, knitting, sewing, kids' crafts and model making to accessories for weddings, celebrations and much more. For more information visit [www.hobbycraft.co.uk](http://www.hobbycraft.co.uk)

May 2021 saw Best Companies, an organisation dedicated to making the world a better workplace, reward Hobbycraft with the highest accreditation possible. The 3-star accreditation confirmed the company was world class to work for. Hobbycraft were also revealed as the fourth Best Big Company to work for in the UK and the third Best Retail Company to work for in the UK, and seven further regional Best Companies lists.

### **About Together for Short Lives**

When a child's life is expected to be short, there's no time to waste. Together for Short Lives is here to make sure the 49,000 seriously ill children and their families across the UK can make the most of every moment they have together, whether that's for years, months or only hours. We stand alongside families, supporting them to make sure they get the vital care and help that they need. We support and empower families caring for seriously ill children by listening to their needs and helping them find the right care. We provide easily digestible information about available support so families

can spend less time searching for help and have more time together. We connect families with support services and other families who understand what they are going through, so they don't feel as alone. 49,000 babies, children and young people are living in the UK with health conditions that are life-limiting or life-threatening—and the number is rising. Many of these children have complex conditions and need specialist care 24 hours a day, seven days a week.

Visit [www.togetherforshortlives.org.uk](http://www.togetherforshortlives.org.uk) for more information.

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